COURSE DESCRIPTION

COURSE/SUBJECT: INTEGRATED COMMUNICATION
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 1st
DEGREE: ADVERTISING AND PUBLIC RELATIONS
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
1. COURSE/SUBJECT IDENTIFICATION

1.- COURSE/SUBJECT:

Name: Integrated Communication
Code: a406
Year(s) course is taught: 4th Semester(s) when the course is taught: 1st
Type: Compulsory Subject ECTS of the course: 6 Hours ECTS: 30
Language: English Modality: On-campus
Degree(s) in which the course is taught: Advertising and Public Relations
School which the course is taught: Humanities and Communication Sciences

2.- ORGANIZATION OF THE COURSE:

Department: Audiovisual Communication and Advertising
Area of knowledge: Audiovisual Communication and Advertising

2. LECTURERS OF THE COURSE/SUBJECT

1.-LECTURERS:

Responsible of the Course | CONTACT
---|---
Name: | Dr. María Sánchez Valle
Phone (ext): | 91 456 42 00 ext. 4274
Email: | mvalle.fhum@ceu.es
Office: | 14
Teaching and Research profile: | Associate Professor. 1 six year research period recognized by ANECA.

Lecturer(s) | CONTACT
---|---
Name: | Miguel Ángel Rodríguez Caveda
Phone (ext): |
Email: | miguelangel.rodriguezcaveda@ceu.es
Office: |

2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.
This subject sets the bases of previous subjects such as Communication and Marketing (2nd) and Structure of Communication and Advertising (3rd).

The subject analyzes communication from the point of view of integrated marketing communication, with emphasis on non-conventional techniques.

### 4. COMPETENCIES

#### 1.- COMPETENCIES

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
<tr>
<td>BS5</td>
<td>Students should have developed the learning skills necessary to be able to undertake subsequent studies with a high level of autonomy.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC43</td>
<td>Capacity to strategically solve communication problems.</td>
</tr>
<tr>
<td>SC44</td>
<td>How to analyze contemporary communication trends.</td>
</tr>
<tr>
<td>SC45</td>
<td>Initiating, developing and executing a communication strategy.</td>
</tr>
<tr>
<td>SC46</td>
<td>How to reflect critically on one’s own practice.</td>
</tr>
<tr>
<td>SC47</td>
<td>Acquiring a proactive attitude.</td>
</tr>
</tbody>
</table>

#### 2.- LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.-</td>
<td>Know the fundamentals of marketing, its relationship with advertising and understand the concept of brand, develop the ability and ability to develop research projects and analysis related to brands.</td>
</tr>
<tr>
<td>2.-</td>
<td>Understand the strategic role of the media in the advertising process and communication and its relationship with advertising.</td>
</tr>
<tr>
<td>3.-</td>
<td>Know how to think strategically, to promote the capacity and ability to carry out projects with a strategic vision to develop a critical capacity to analyze the role of communication in companies, institutions and NGOs.</td>
</tr>
<tr>
<td>4.-</td>
<td>Ability to strategically solve communication problems.</td>
</tr>
</tbody>
</table>
5.- Know how to analyze the contemporary trends of communication.
6.- Start, develop and execute a communication strategy
7.- Know how to think critically about your own practice.
8.- Acquire a proactive attitude.

5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>30</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA7</td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA3 Workshop</td>
<td>Educational activity aimed preferably at the acquisition of skills for the transmission of knowledge (skill 4 MECES) and representative of areas of a more methodological nature. It prepares students for written and oral communication and the transmission of knowledge.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:
- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 90% attendance to practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a
subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>10%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR – Assessment of Papers and Projects</td>
<td>50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>100%</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment Criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td></td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
</tbody>
</table>

7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:

UNIT 1. INTEGRATED COMMUNICATION
The communication within the company. Integrated marketing communication. Marketing communication tools. The integrated communication plan.

UNIT 2. ORGANIZATION OF EVENTS
Data of the sector. Concept of event / act. Types of events. Planning an event.

UNIT 3. SPONSORSHIP AND MECHANISM
UNIT 4. PRODUCT PLACEMENT and BRANDED CONTENT

UNIT 5.- DIRECT MARKETING.
Data of the sector. Concept of direct marketing. Advantages of direct marketing. Goals. CRM

UNIT 6. GUERRILLA MARKETING AND VIRAL MARKETING
Concept of guerrilla marketing. The guerrilla marketing plan. The tools of guerrilla marketing. Concept of viral marketing. Types of viral marketing.

PRACTICE PROGRAM:
Practices. Each topic will have at least one practice or exercise that will appear in the specified Student Portal and that can be individual or in a group. Work-seminar. It will also be mandatory in the internship program to make a team communication plan.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:

• Méndiz Noguero, Alfonso: Nuevas formas publicitarias: Patrocinio, product placement, publicidad e Internet, Universidad de Málaga Sevicio de Publicaciones e intercambio, 2007
• Pérez del Campo, Enrique: Comunicación fuera de los medios: Below the line, Esic, Madrid, 2002.
• Rodríguez Ardua, Inma (coord.): Estrategias y técnicas de comunicación. Una visión integrada en el marketing, UOC, Barcelona, 2007.

2.- ADDITIONAL BIBLIOGRAPHY:

• Alvarado Otero, Mª Teresa: Protocolo y organización de eventos, UOC, Barcelona, 2009.
• Baños, Miguel y Rodríguez, Teresa: Product placement estrella invitada: la marca, CIE inversiones
• Gallardo-Gallardo, Eva, María Consol TORREGUITART MIRADA, Joan TORRES TOMÁS. ¿Qué es y cómo gestionar el crowdfunding? Barcelona: UOC, 2015.
4.- WEB RESOURCES :

www.aeacp.es (Asociación Española de Agencias de Comunicación y Publicidad)
www.aedemo.es (Asociación Española de Estudios de Marketing)
www.aimc.es (Asociación de Investigación de Medios de Comunicación)
www.anuncios.es (Revista de actualidad del sector)
www.elpublicista.es (Revista de actualidad del sector)
www.iabspain.net/ (Interactive Advertising Bureau)
www.infoadex.es (información de audiencias y anunciantes)
www.ipmark.es (Revista de actualidad del sector)
www.marketingdirecto.com (Revista de actualidad del sector)
www.marketingnews.es (Revista de actualidad del sector)
www.publicidad.com (Webzine con información y actualidad del sector)
www.adecec.com (Portal informativo de la Asociación Nacional de Agencias-Consultorías de Comunicación y Relaciones Públicas)
www.dircom.org (Portal informativo de la Asociación de Directivos de Comunicación)
www.einforma.com (Portal informativo de empresas e instituciones)
www.pressnet.org (Portal y Red Social profesional de la Comunicación)
www.promocion.com (Portal profesional de la Comunicación)
www.einformaspublicas.uma.es/index.php/revrrpp/index
http://www.tendencias21.net/estrategar/
http://www.eventoplus.com

9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.